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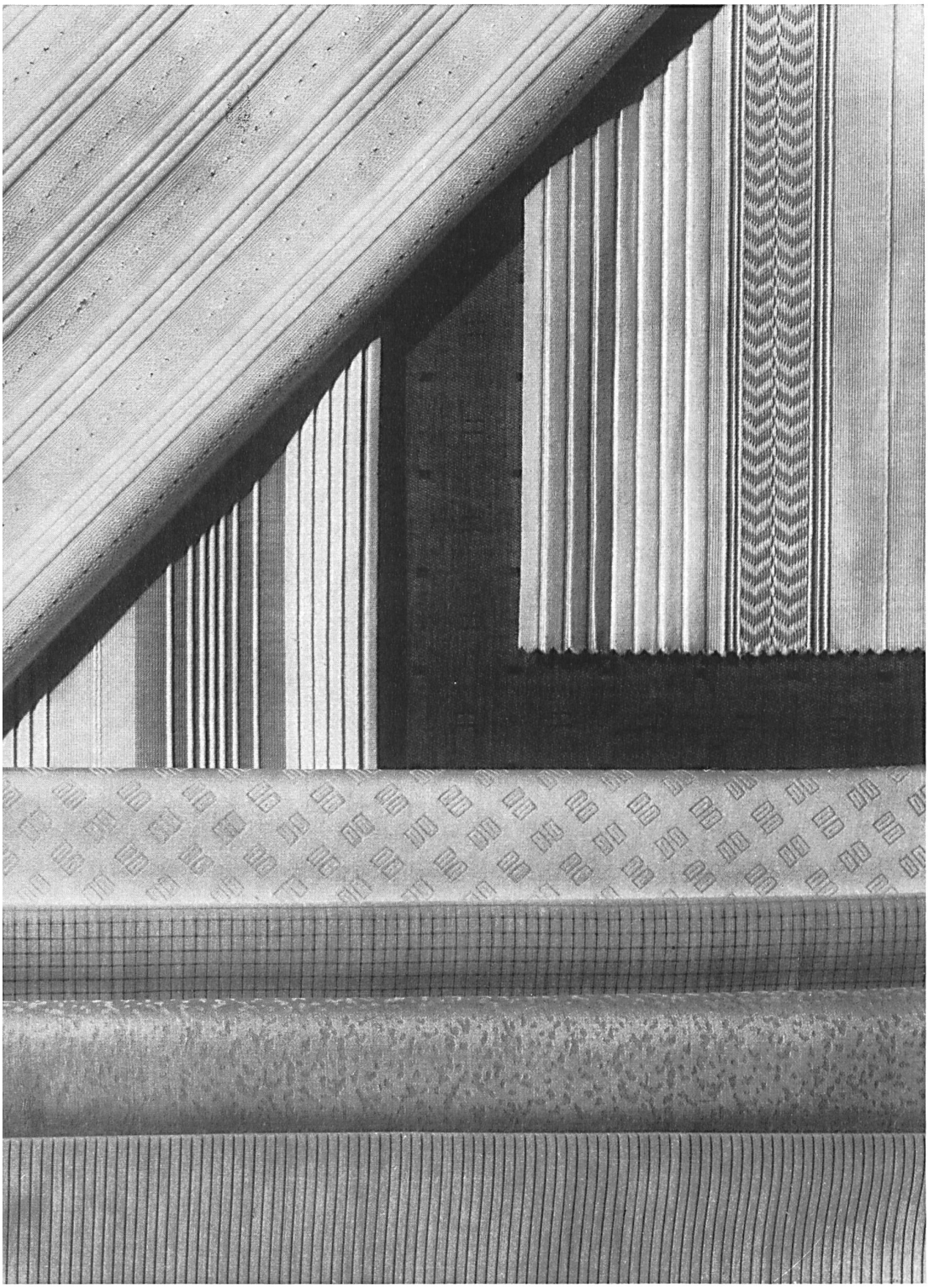
For HIM

Shirts, Handkerchiefs, Clothing

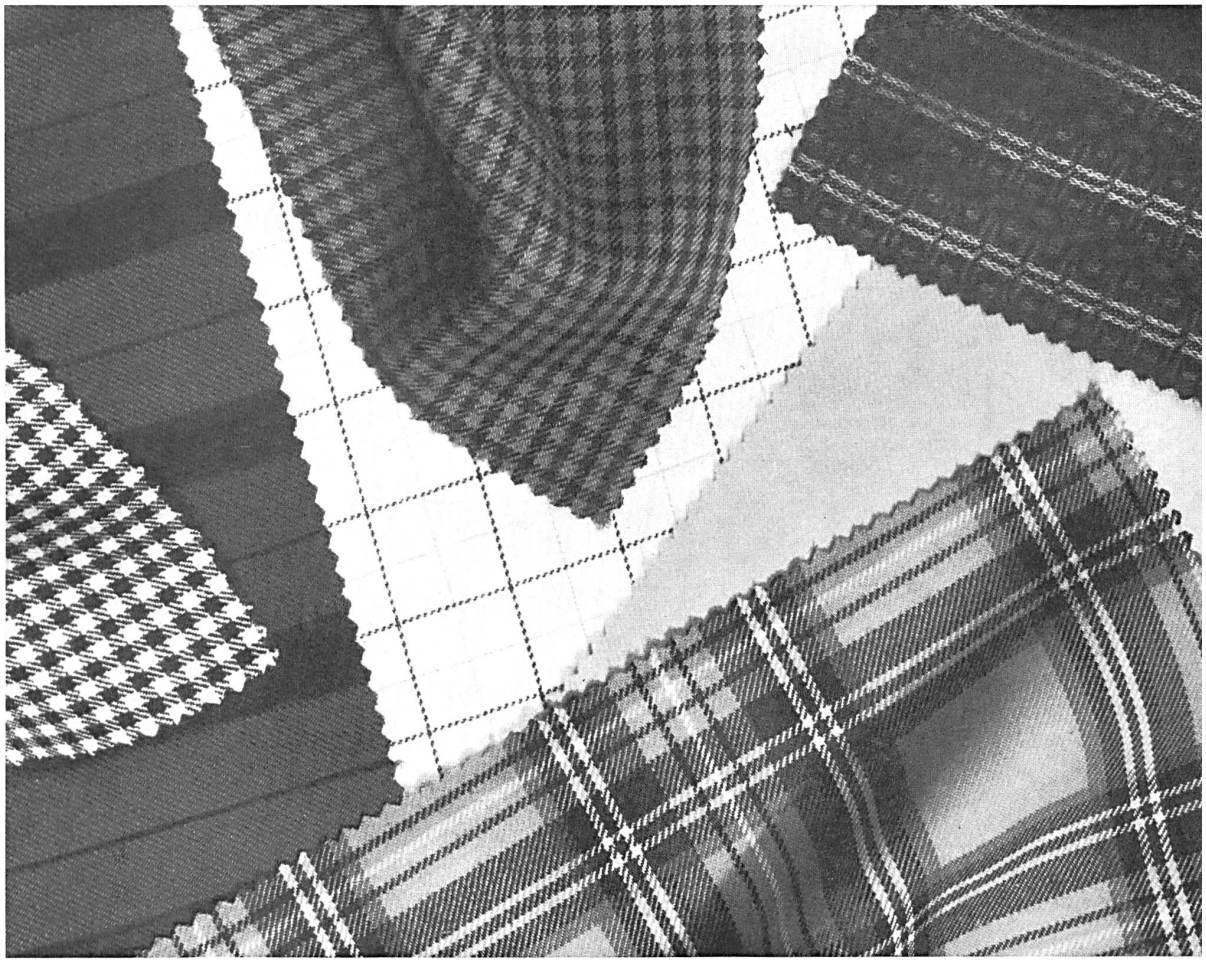


STOFFEL S. A., SAINT-GALL
Tissus fins de haute qualité, mercerisés et irrétrécissables, pour chemises de sport, de ville et du soir avec des dessins jacquard, plis tissés et effets de fils Lurex
Fine high quality mercerised and shrink-resistant fabrics for sports, town and evening shirts, with jacquard designs, woven tucks and Lurex thread effects
Tejidos finos de alta calidad, mercerizados e inencogibles, para camisas de deporte, de calle y de gala con dibujos jacquard, pliegues tejidos y efectos de hilos Lurex
Hochqualitative Baumwoll-Feingewebe mercerisiert und nicht eingehend für Sport-, Stadt-, und Galahemden mit Jacquardmustern, eingewobenen Plissee und Lurexeffekten

In order to discover the latest trends in men's shirts, we carried out an enquiry on three distinct levels, i.e. among shirting manufacturers, makers-up and retailers.

According to the latter, the white shirt continues to be the most popular for day wear in town and accounts for about 75 to 90 % of sales. But the day shirt in pastel shades in plain or pin-striped poplin is slowly coming back into favour as well as other stripes of all widths, and checks. For white shirts, cotton, with its new easy-care qualities, is fast winning back some of the ground it lost

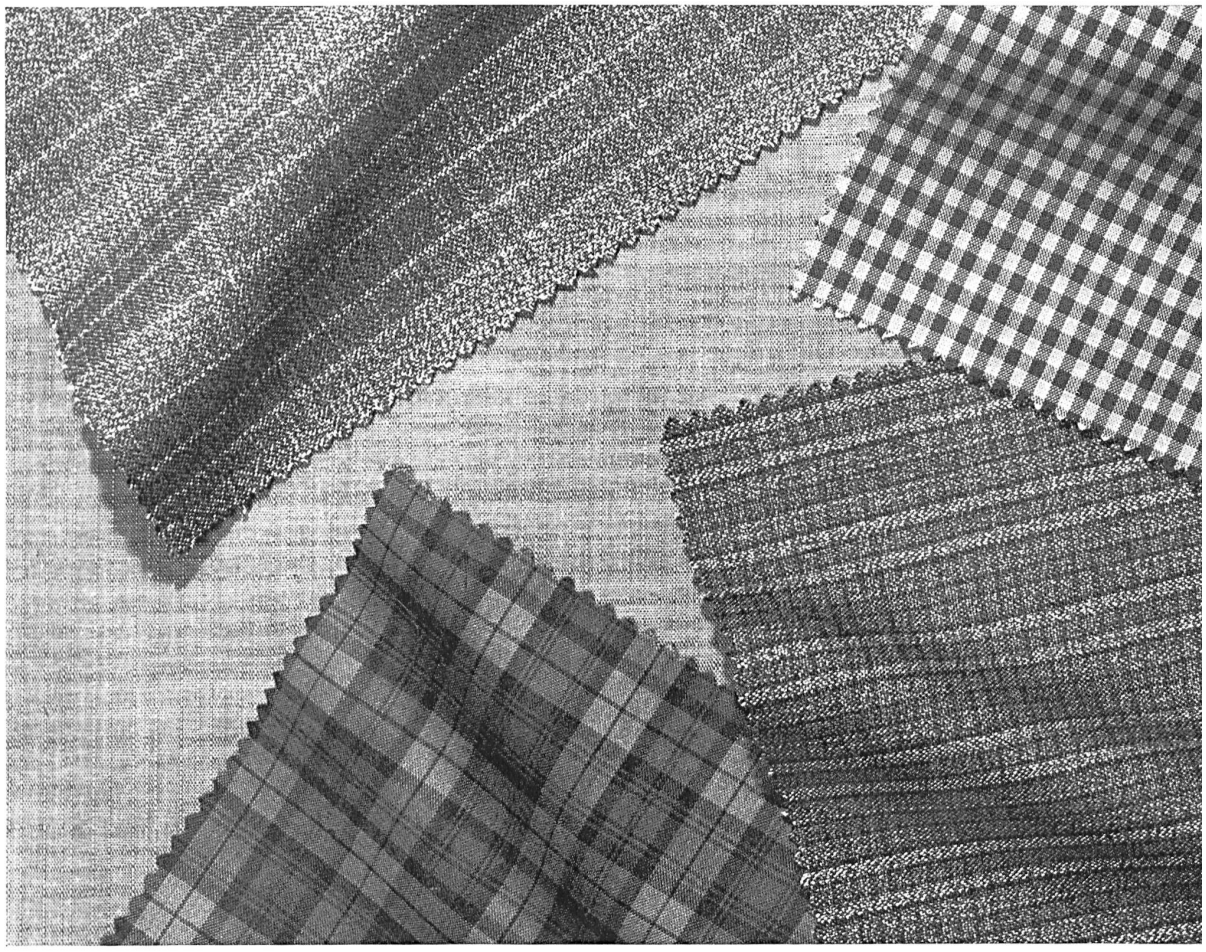
« Lanella » flanelle mi-laine unie et tissée en couleurs pour blouses, vêtements d'enfants, chemises de sport, robes de chambre, etc.
« Lanella » plain and colour-woven half-wool flannel for blouses, children's clothes, sports shirts and dressing gowns
« Lanella », franella de semi-lana, en liso y tejida en colores, para blusas, vestidos de niños, camisas de deporte, batas de señora o de caballero
« Lanella » halbe Wollflanelle uni und buntgewebt für Blusen, Kinderkleider, Sporthemden, Morgenröcke, usw.

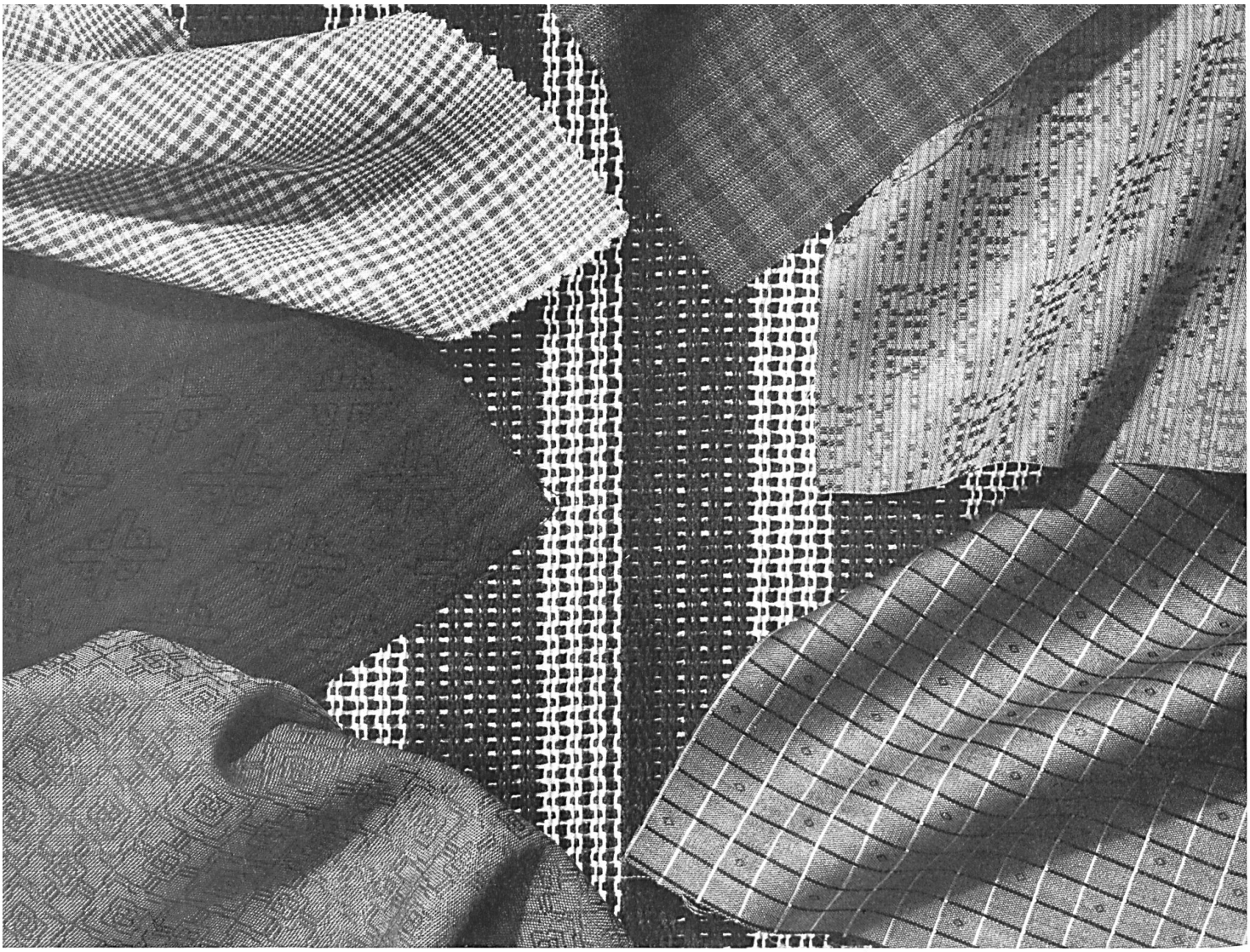


Société Anonyme A. & R. MOOS, WEISSLINGEN

Société Anonyme A. & R. MOOS, WEISSLINGEN

Tissus fantaisie en coton, pour chemises, unis et tissés en couleurs
Fancy, plain and colour-woven cotton fabrics for shirts
Tejidos fantasía, de algodón, para camisas, lisos y tejidos en colores
Baumwolle-Fantasiegewebe in uni und buntgewebt für Herrenhemden





GUGELMANN & CIE S. A., LANGENTHAL

Tissus fantaisie pour chemises d'hommes: « Ternate », gaze très poreuse pur coton à larges rayures, se fait aussi en uni ou à carreaux — « Terelsir », tissu mélangé térylène et rayonne « Pontesa » en dessins écossais — « Astor » pur coton à intéressants dessins ratière

Novelties in men's shirtings: « Ternate », a very porous pure cotton gauze with broad stripes, also available plain or with checks — « Terelsir », a mixed terylene and « Pontesa » rayon fabric, in tartan designs — « Astor », a pure cotton fabric with attractive dobby-loom designs

Tejidos fantasía para camisas de caballero: « Ternate », gasa muy porosa de puro algodón, con listas anchas; se hace también en liso o a cuadros — « Terelsir », tejido mezclado terylene y rayón « Pontesa » con dibujos escoceses — « Astor », puro algodón con bonito dibujo de maquinita de lizos

Fantasiegewebe für Herrenhemden: « Ternate » eine dicke poröse Gaze aus reiner Baumwolle mit breiten Streifen, erhältlich auch in uni oder Karo — « Terelsir » Mischgewebe aus Terylene und « Pontesa » mit Schottenmuster — « Astor », reine Baumwolle mit interessanten Schaftmustern

to synthetics. For leisure and sports wear, the trend is still very definitely towards dark and muted shades; together with browns, bronzes, coppers and reds, the most popular colours are black and white, petroleum and grey.

Among makers-up the reply was somewhat different. For the day, they are trying to promote a return to the old classical designs (clip-cord, pin-stripes, fine or broad stripes, small checks) already favoured by the customer, and they predict a falling off — though very slight — in white. The fashion for sports and leisure shirts is growing rapidly; in this sector, there is a falling off in the rather flashy brightly coloured type of shirt. Let us also mention the trend towards sports shirts suitable for year-round wear. These all-season shirts are made in fine Oxford or medium-weight poplin. For gala evenings, white shirts are once again plain, while evening shirts have fine tucked fronts. Smart day shirts or shirts for receptions are made with dobby loom or Jacquard effects.

Shirting manufacturers still produce about 80 % of their output in white, the remainder being beige, sky-blue and light greys. Poplin remains a firm favourite and is made in very fine qualities; cotton voiles are also manufactured, as well as slightly shiny damasks with Jacquard and gauze effects. There is a revival of interest in cottons, but in the easy-care qualities, in both fine and broad stripes. In the pastel shades, tussore beige is expected to be the big new favourite. For leisure and sport, dark and muted shades are coming to the fore; let us mention too the continual search for new weave effects, particularly for creating porous fabrics.

NABHOLZ S. A., SCHÖNENWERD

Jaquette de loisir « Climat-Nit » en Jersey-Pren de Dralon, légère, chaude, infroissable et lavable à la machine
« Climat-Nit » leisure jacket in Dralon Jersey-Pren, light, warm, crease-resistant and washable by machine
Chaqueta para los momentos de solaz « Climat-Nit » en malla Jersey-Pren de Dralon, ligera, cálida, inarrugable y lavable a máquina
Eine « Climat-Nit »-Freizeitjacke aus Dralon Jersey-Pren, leicht jedoch warmhaltend, knitterfrei und waschbar in der Maschine
Photo Tenca

« FISBA »,
CHRISTIAN FISCHBACHER CO.,
SAINT-GALL

Mouchoirs tissés en couleurs pour messieurs. Objet d'usage et accessoire mode en même temps, le mouchoir peut être assorti à la cravate ou aux chaussettes
Men's colour-woven handkerchiefs. A practical article and a fashion accessory at the same time, the handkerchief may be matched with the tie or socks
Pañuelo tejido en colores, para caballero. Objeto utilitario y accesorio de moda, simultáneamente, el pañuelo puede hacer juego con la corbata o los calcetines
Buntgewobene modische Herrentaschentücher. Ideales Gebrauchstuch und zugleich sehr geeignetes Accessoire, lässt sich herrlich zu Socken und Krawatten assortieren
Photo Droz

▼

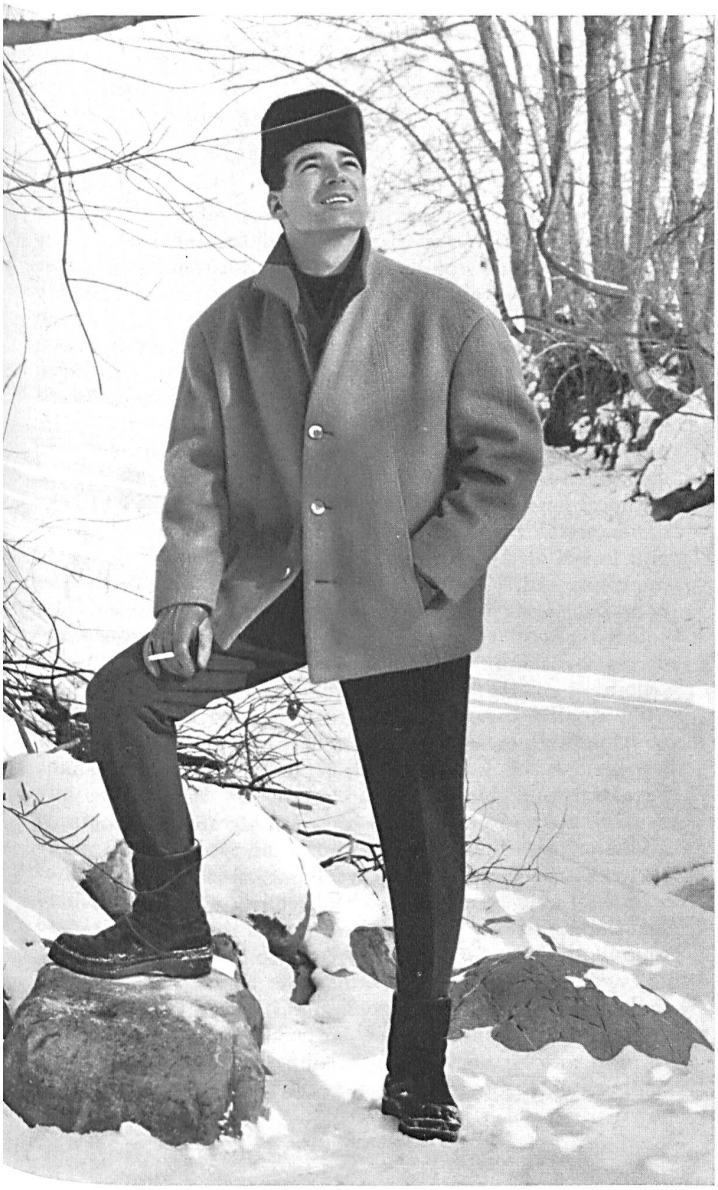
MAVIR, ZURICH

Mouchoirs classiques et fantaisie pour messieurs; nouveautés en tissu flammé
Classical and fancy handkerchiefs for men; novelties in flammé fabrics
Pañuelos clásicos y de fantasía, para caballero; novedades en tejidos flameantes
Herrentaschentücher klassisch und Fantasie; Nouveautés-Taschentücher aus Flammégewebe
Photo Droz

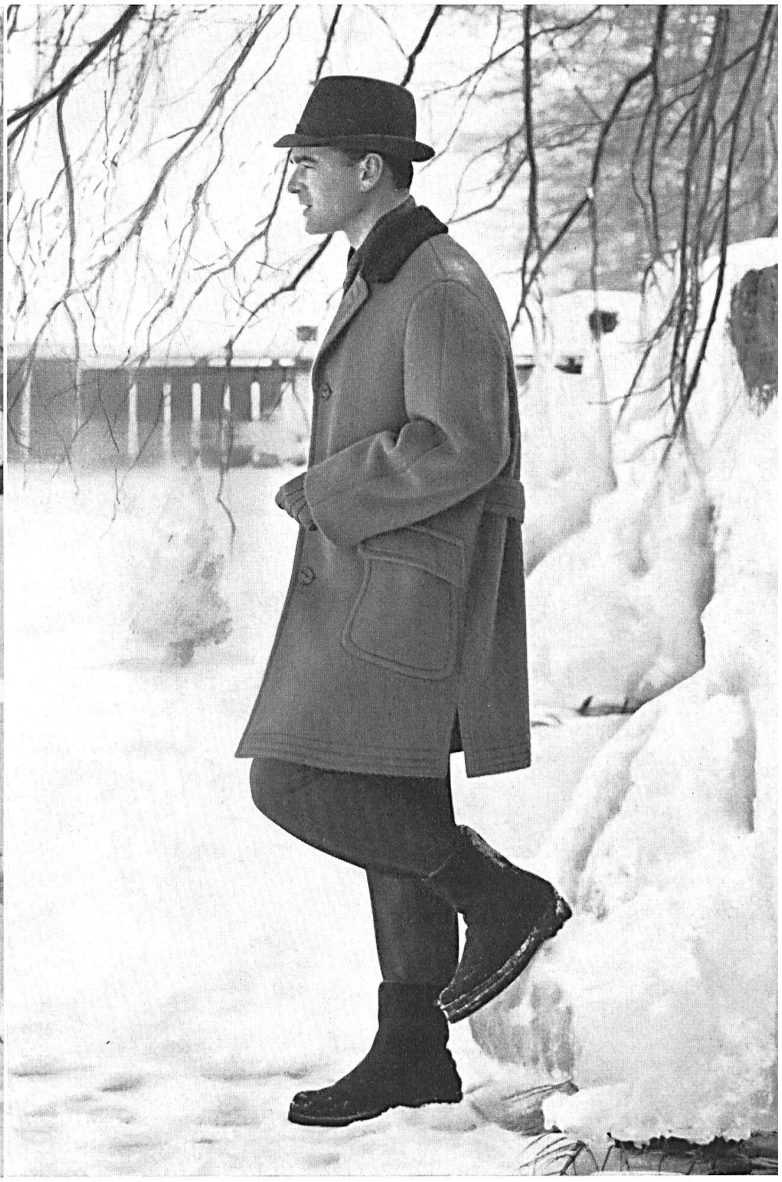
« alba », ALBIN BREITENMOSER S. A., APPENZELL

Mouchoirs pour messieurs, tissage fantaisie en blanc et en couleurs, effets de fils coupés, fond imprimé avec vignettes satin
Men's handkerchiefs; fancy weaves in white and colour, clip-cord effects, printed grounds with satin borders
Pañuelos de caballero, tejido fantasía en blanco y tejido en colores; con efectos de vainica y fondo estampado, con orla de satén
Herrentaschentücher: fantasiegewoben in weiss und farbig, mit Scherlieffekten und bedruckt mit Satinrandstreifen

The trend that is making men more and more aware of changing fashions has turned men's handkerchiefs from the strictly utilitarian objects they were into accessories subjected if not exactly to the whims of fashion, at least to a certain evolution on the artistic level. White remains classical, but when it is not simply framed with satin stripes or Jacquard effects, it may be decorated with a coloured frame in the darker shades. Let us also mention the white clip-cord effects, which have become increasingly popular in the field of men's handkerchiefs in recent years. But now printed designs, reserved only a short while ago strictly for women's and children's handkerchiefs, are now being adopted for men, the designs of course being essentially masculine in tone and character.



« PKZ », BURGER-KEHL & CO. S. A., ZURICH
Jaquette d'après-ski très mode en lainage poilu moutarde à col tricoté, dessinée par Fausel
Very fashionable afternoon jacket in shaggy mustard-coloured woolen fabric with a knitted collar, designed by Fausel
Chaqueta de tarde, muy a la moda, de género peludo de lana color mostaza, con cuello de punto, dibujado por Fausel
Sehr modische Après-Ski-Jacke aus langhaarigem Wollflausch mit Strickkragen; Entwurf von Fausel
Photo Guniat



« PKZ », BURGER-KEHL & CO. S. A., ZURICH
Pratique autocoat à dos très vague en lainage poilu moutarde, avec col d'astrakan contrastant
Practical driving coat with a very loose back in shaggy mustard-coloured woolen fabric with contrasting astrakhan collar
Gabán para el auto, muy práctico, con espalda muy suelta de lana peluda color mostaza, con cuello de astracán haciendo contraste
Bequemer Autocoat aus langhaarigem, senffarbenem Wollflausch mit lockerer Rückenpartie und kontrastierendem Astrachan-Pelzkragen
Photo Guniat

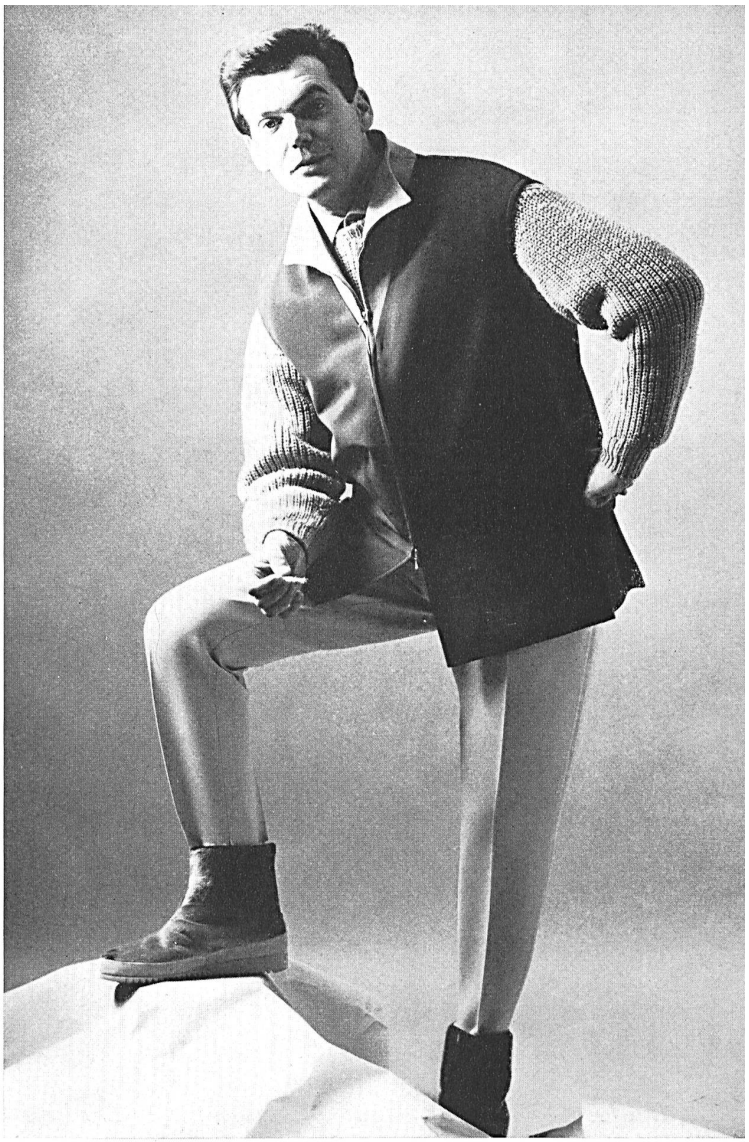
MODE DE LOISIRS S. A., SCHÖFTLAND
Veste sport en daim brun et tricot vert; doublure ouatinée
Modèle McGregor
Sports jacket in brown suede and green knitwear; quilted lining, a McGregor model
Chaqueta para el deporte, de gamuza parda y malla verde, forro guateado. Modelo McGregor
Sportjacke aus braunem Wildleder mit grünen Strickeinsätzen; wattiertes Futter. Modell McGregor
Photo Achille B. Weider

Her central position, at the crossroads of various international influences, and her reputation as a country of tourism have enabled Switzerland to make a name for herself in the field of men's ready-to-wear clothing in the « European » style. This well-planned branch benefits from the close contacts maintained between clothing manufacturers on the one hand and the retail trade and fabric manufacturers on the other. Men's ready-to-wear clothing of Swiss make is noted for its particularly fine workmanship, its selection of international-type fabrics and a cut that is typically masculine without being too rugged. For the winter 1963/64, the line remains slender with shoulders a shade more square and lapels a little longer. The waist tends to be slightly more marked. For town wear, the emphasis is on single-breasted coats with two or three buttons, worn over a waistcoat of the same material as the suit. For more dressy occasions, the double-breasted suit seems to be regaining a little favour with a more slender line, obtained by a smaller overlap and buttons placed closer together widthwise. Sportscoats remain loose and only very slightly marked at the waist. As for trousers, they are a shade narrower and hang vertical from the knee; they are usually made without turn-ups. Among the overcoats, in addition to the traditional smart models, there are many rather more casual articles, with raglan sleeves, belted or with half-belts trimmed with stitching, while the fashion for the short coat, for motoring and sport, continues unabated, with fur or knitted collars.

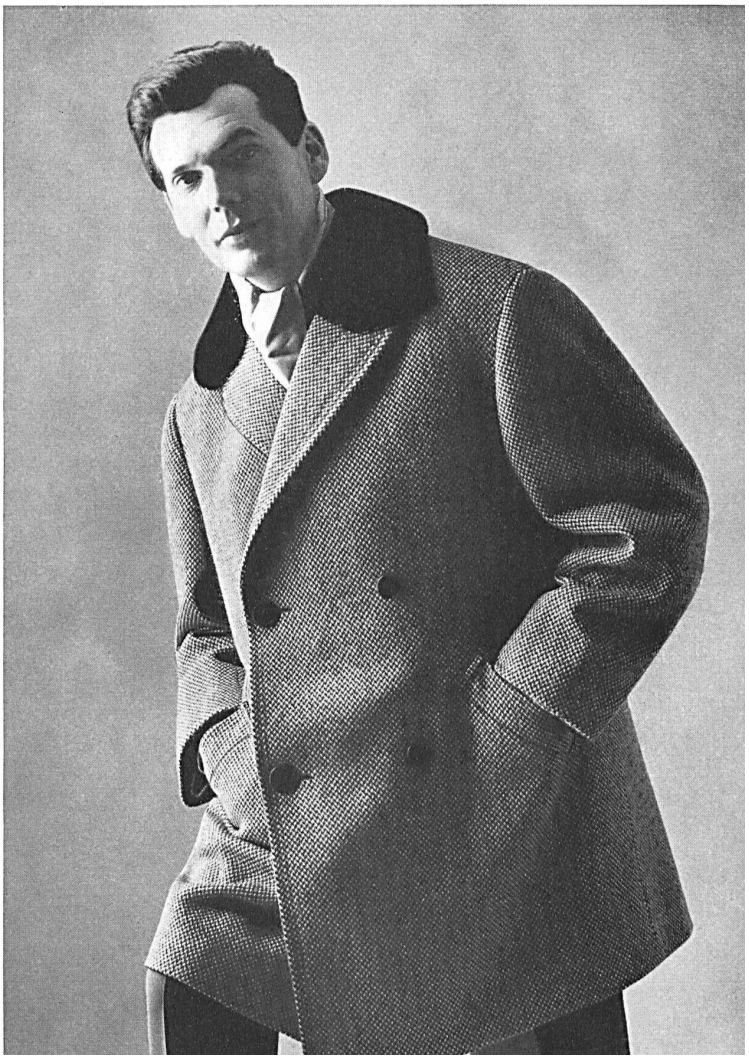
The general rise in the standard of living, both at home and abroad, and a certain change in consumer trends in the field of clothing, have led to increased interest in fashion among men too, resulting in its turn in a more deliberate search for new textures and new colours for town wear.

MODE DE LOISIRS S. A., SCHÖFTLAND
Jaquette de ski en « Antron » ouatiné; dos avec piqûres élastiques en largeur. Modèle McGregor
Ski jacket in quilted « Antron », elasticized stitching on the back
Chaqueta para esquiar, de « Antron » guateado; espalda con punteado elástico a lo ancho. Modelo McGregor
Stretch Skijacke aus « Antron » wattiert, Rücken quer-elastisch gesteppt. Modell McGregor
Photo Achille B. Weider

RITEX S.A., ZOFINGUE
« Pragel » — pantalon de ski ajusté en tissu « Hélanca » et laine, assurant une grande liberté de mouvements — Fight fitted trousers in « Helanca » and wool fabric in a style ensuring the utmost liberty of action — Herrenskihose aus « Helanca »-Wolle in der Körpernahen, schlanken Form mit dem Schnitt, der maximale Bewegungsfreiheit erlaubt — Pantalón ceñido para esquiar, de tejido « Helanca » y lana, que deja mucha libertad a los movimientos
Photo W. S. Eberle



The same influences and the shorter working hours have had far-reaching repercussions on living habits and with them consumer habits. These changes have led to an increase in the importance attached to leisure and particularly to life in the open air and sport, resulting in its turn in the creation of a huge world market for a special category of clothing to be worn after working hours. Switzerland is well placed for making a big contribution to international fashions in this field. This special branch of the clothing industry is required to supply articles that are resistant to strains and stresses, bad weather and hard wear, and that are at the same time easy to look after, comfortable to wear, masculine in appearance and always neat and smart. But today these articles are also expected to comply with the latest requirements of fashion, an international fashion that the development of the audio-visual mass media has made it possible to spread throughout the world in a minimum of time. Furthermore, Switzerland's highly diversified production is in the hands of medium-size specialized concerns which can adapt themselves very quickly to changing fashion trends. The type of production can be qualified as individual and is easily adapted to the particular tastes of the consumer country. Shirts in printed or colour-woven crease-resistant fabrics, in fast colours and modern styles, shirts to be worn outside trousers, sportsjackets, rainproof coats and jackets, trousers, shorts, beach outfits and swimming trunks, leather coats and jackets, with or without collars and knitted trimming, knitted jackets combined with leather, all these are but a few of the many articles that Swiss sports and leisure wear manufacturers place on the market in impeccable quality.



RITEX S.A., ZOFINGUE
« Monitor » — Paletot sport croisé, fendu dans le dos, pour l'hiver 1963/64, en tweed de laine avec col d'agneau-castor et martingale — Double breasted sports coat for winter 1963/64 in pure wool tweed with beaver-lamb collar; half belt and vent in the back — Gabán para deporte con pechera cruzada, hendido en la espalda y con trabilla, para el invierno 1963-64, de tweed de lana, con cuello de cordero imitación castor — Zweiteiliger Sportmantel in Wolltweed aus der Winterkollektion 1963/64, mit einem Biberlammkragen; Rücken mit Schlitz und angenähtem Gurt